

2021 WACC - The World Asian Business Case Competition

Important Dates: (according to Korea Standard Time)

Proposal Submission Deadline: April 15, 2021

Acceptance Notification: April 20, 2021

Main Case Draft Submission Deadline: June 10, 2021

Announcement of Finalists as Top 10 winners: June 21, 2021

The Final Top 10 Presentation and Award Decision: July 17, 2021

Zoom Online

The Academy of Asian Business (AAB) is pleased to announce the 2021 World Asian Business Case Competition. This is the annual case competition organized by AAB that invites college students to write up and present an exciting Asian business case on how it turned its small start into such a tremendous success. The competition will provide a great opportunity for the participants to not only learn from the case of the company they choose, but also have a wonderful experience of winning the competition.

Currently, we are inviting applicants from top universities and colleges all around the world. In previous years, we have had about 400 team contestants (i.e., more than 1,000 students) from top universities around the world including the US, Canada, England, Georgia, Australia, China, Korea, Thailand, Hong Kong, Singapore, Malaysia, India, Indonesia, Philippines, Bangladesh, Sri Lanka, and so on. In the recent years' competition, students from Cambridge University, Imperial College London, Wharton School, Columbia University, NYU, NTU, University of Singapore, University of Hong Kong, Chinese University of Hong Kong, HKUST, and KAIST, to name some, won the Top 10 best case awards among the contestants for the WACC competition. Please click here to see who the top 10 winners were in the previous competition (http://aabworld.org/take_action/testimonials.php).

Our competition will be tremendously valuable to those students who are currently members of business clubs studying Global Business or Asian Business, or who look for opportunities in Asia as part of their career or business development. Those students and faculty members (as advisors), especially those who are interested in Asian businesses, brands, and markets, would greatly benefit from this competition. Through this case competition event, students will be able to apply their creative minds and intellect into their favorite cases on how a business grew from a small start or mediocre status into an incredibly successful brand or business. Students will find this to be an enriching experience and may discover a turning point for their own careers and businesses.

The current competition will mark our 9th event. The results of the previous years' competition were really fruitful, especially for participating students as they were published as a book series, How Asian Brand Soar. The ebook as well as the print versions are available on Amazon ([click here](#)) while the hard cover versions may be available in the libraries of the top 100 universities and more. Cambridge University Library, Princeton University Library, Northwestern University Library, Penn State University Libraries, Kenyatta University Library and many other libraries have sent us letters of appreciation. For more information about the competition event and the results of the last year's competition, please visit our website, www.aabworld.org ([click here](#)).

Conference theme: "Creating unforgettable, lifelong experiences for students"

Who: College students in a teams of 2-4 (In addition, the team must have an advisor)

Focus: Asian brands that have achieved significant success and became globally powerful brands. You can choose a company or brand from any Asian country or the country for which your team represents. You can also select a company or brand that became globally renowned by serving consumers at the bottom of the pyramid.

Awards and Prizes

All the selected Top 10 winners will receive the AAB Global Scholar Award package. (Please find the honorable benefits of the Award package, as shown below). At the final presentation, however, they will compete for the 1st place, and the 2nd place Awards and prizes, which will be the most honorable awards and benefits in addition to the Global Scholar Award package, as follows.

- **The 1st Place Winner (1 team):** The AAB Worldcup Trophy and the 1st Place Award, with the financial scholarship support (US\$2,000 for team).
- **The 2nd Place Winner (1 team):** The 2nd Place Award with the financial scholarship support (US\$1,000 for team).
- **The remaining Top 10 winners (8 teams):** The Top 10 Winners Awards with the global scholar award package.

The Global Scholar Award package: Designed to provide the Top 10 winners with enriching and exciting experiences in Asia, in addition to their research and learning experience. The Scholar Award package will include the following prizes and benefits: (Note that this year, due to travel restriction from pandemic, the first five items will be the major benefit while the others will not be available.)

- Global Scholar Awards certificate from AAB.
- Invitation to Top 10 presentation and Award ceremony in AAB's Annual International conference (free of charge)
- Invitation to become a Young Scholar featured, which features your case study, in the website of AAB.
- Opportunity to develop network and friendship with other global fellow students.
- Publication of your winning case study in a book, entitled **How Asian Brands Soar**, in hard-cover copies, which will be published and distributed in Amazon e-book versions as well. The book will feature your name as an author who represents your school/institution. Like the previous case books series, How Asian Brands Soar I, II, III, IV, V & VI, the new **How Asian Brands Soar VII** which features your case study will be available in the world's top universities and also in Amazon so that people around the world can access to your case, anytime, and anywhere.
- The World Best Advisor Awards are presented to your advisors for their outstanding advice.

And the followings were also designed to provide, but this year, they are not available due the pandemic.

- Invitation to the offline Award Ceremony, Dinner party, and Cultural event.
- Full support for hotel accommodation for 3 nights and 4 days during the final presentation period.
- Opportunity to be invited to top Asian companies such as Samsung, and meet the company leaders to develop mentorships for your future careers and businesses.
- City tour and experience of Asian culture, people, foods, etc.

Still, you will have one of the most exciting, unforgettable lifetime experiences.

Awards Decision and Ceremony

The winners (the 1st and 2nd) will be announced and awarded online at the opening ceremony of the AAB conference, which will be held just after the Top 10 presentation. VIPs including distinguished scholars, business leaders, leading educators such as presidents and deans, the keynote speaker, renowned AAB members, AAB Journal editorial board members, and the winners of the case competition and their advising professors will join together online to celebrate the unprecedented event of AAB case competition and AAB annual conference as well.

All our Top 10 final presentation and Award session will be held virtual online through Zoom and broadcasted realtime through Youtube so that people around the world can enjoy watching all presentation and discussion, in their own places. Not only that, but also they can participate actively by giving comments about presentation. Therefore, through this online conference, we can have more dynamic interaction.

For the video of the last year's Zoom conference, please Click the link: <https://youtu.be/WqLwc-zBWfE?t=10159>